

UNDERGRADUATE EDUCATION PROGRAM

Program name: **Marketing**

Major: **Marketing**

Degree: **Bachelor**

Code: **7340115**

Form of education: **Fulltime**

1. GOALS

1.1. General goals

The Bachelor of Marketing program with a focus on digital marketing of the Posts and Telecommunications Institute of Technology is designed to train Bachelor of Marketing with strong political qualities, good ethics and health, social responsibility; basic knowledge of socio-economics, management, business administration; in-depth knowledge and skills in marketing, digital marketing; have the ability to work independently, quickly adapt to specific tasks in the marketing function, have the ability to self-study, research and improve qualifications.

The implementation of this program is within the framework of specific solutions to implement the development strategy of the Posts and Telecommunications Institute of Technology to become a university with the leading scale and quality of training and research in Vietnam on digital technology, and is one of the key units providing human resources, knowledge, and technology transfer to serve national digital transformation.

1.2. Specific objectives (Program Objectives - POs)

The specific objectives of the Bachelor of Marketing training program specializing in digital marketing of the Academy of Posts and Telecommunications Technology are to train bachelors of marketing with:

Knowledge

PO1. Basic knowledge of political theory, the Vietnamese legal system, and national security and defense.

PO2. Basic knowledge of economic principles, laws and practices to be able to apply to understand the economic activities of organizations and enterprises.

PO3. Basic knowledge of principles and practices in the field of business administration to be able to apply to the actual business administration activities of organizations and enterprises.

PO4. Comprehensive knowledge of marketing theory and practice and digital marketing in the business practices of organizations and enterprises, from planning to implementation, control and evaluation.

- **Internet Marketing major**

PO5. In-depth knowledge of digital marketing channels, technologies and tools; planning, implementation and checking, evaluating marketing activities and campaigns in the digital environment.

- **Digital Marketing Data Analysis major**

PO6. In-depth knowledge of analyzing and evaluating the performance of marketing and digital marketing activities to be able to propose improvement activities to optimize marketing and digital marketing activities of organizations and enterprises.

- **Marketing Communications Major**

PO7. In-depth knowledge of marketing communication forms and tools; planning, implementing, and evaluating marketing communication activities/campaigns.

Skills

PO8. Basic professional skills to be able to implement marketing and digital marketing activities in practice in businesses and organizations.

PO9. Supplementary skills and soft skills to be able to work effectively in a dynamic and professional environment.

Attitude

PO10. Ethical qualities, professional awareness, civic responsibility, proactive creativity, awareness of coordination and cooperation in work.

Foreign language and IT proficiency

PO11. Ability to use English in activities related to the trained profession.

PO12. Ability to use basic and specialized IT tools and software well for work, study and research.

2. OUTCOMES (Learning Outcomes – LOs)

2.1. Knowledge Standards

Students graduating from the Bachelor of Marketing program of the Academy of Posts and Telecommunications Technology will achieve the following knowledge output standards:

LO1. Understand and apply basic knowledge of political theory Marxist-Leninist philosophy, Marxist-Leninist political economy, scientific socialism, Ho Chi Minh thought, History of the Communist Party of Vietnam and knowledge of Vietnamese law to solve socio-economic problems in practice.

LO2. Understand and apply basic knowledge serving the economic and business activities of organizations and enterprises such as economic mathematics, statistical probability, econometrics, management, accounting, project management... to solve business and marketing problems of organizations and enterprises.

LO3. Analyze and apply basic issues of the modern marketing environment, customer behavior to the marketing activities of organizations and businesses.

LO4. Understand and apply modern marketing thinking and perspectives; basic concepts, processes and principles of marketing to the marketing activities of organizations and businesses.

LO5. Understand and apply basic marketing fields/functions and tools; analyze, evaluate and use marketing tools in a coordinated manner to optimize the marketing activities of businesses/organizations in a competitive and volatile environment.

LO6. Understand and apply basic knowledge of digital marketing, digital marketing technologies and tools, e-commerce to the marketing activities of organizations and businesses in the digital environment.

LO7. Understand and apply the principles and processes of planning, marketing strategies in general and digital marketing in particular in the specific context of organizations and businesses.

LO8. Understand and analyze the nature, role, types of business/marketing data, methods of collecting and analyzing business/marketing data, data management; can apply knowledge of data, data management to marketing decisions of organizations/businesses.

- **Internet Marketing major**

LO9. Understand and apply in-depth knowledge of basic digital marketing channels (web, social media, search engines) and related digital marketing technologies and tools to the practice of planning, implementing, checking and evaluating marketing activities and campaigns in the digital environment.

- **Digital Marketing Data Analysis major**

LO10. Understand and apply in-depth knowledge of data mining, analysis, and evaluation of marketing and digital marketing performance to propose improvement activities to optimize marketing and digital marketing activities of organizations and businesses.

- **Marketing Communications major**

LO11. Understand and apply in-depth knowledge of media strategies and basic marketing communication forms/tools (including: public relations, direct marketing and advertising) to the practice of planning, implementing and evaluating marketing communication activities/campaigns of organizations and businesses.

2.2. Skills

Professional skills

Graduates of the Bachelor of Marketing program of the Academy will achieve the output standards of basic professional skills to achieve the goal of analyzing and applying specialized knowledge of marketing and marketing into practice. Specifically:

LO12. Ability to use basic skills in analyzing the marketing environment and analyzing the market and customers

LO13. Ability to use skills in collecting, analyzing and interpreting basic types of data (primary data, secondary data, user data left in the Internet environment, digital data) and database management to serve marketing decisions

LO14. Ability to use skills in planning, implementing, evaluating and monitoring marketing activities in general, digital marketing in particular

- ***Internet Marketing major***

LO15. Ability to use specialized skills to select and coordinate digital marketing channels and tools to plan and implement digital marketing programs and campaigns.

Major in Digital Marketing Data Analysis

LO16. Ability to use specialized skills in marketing analysis and digital marketing analysis to evaluate marketing performance and results to serve decisions to adjust strategies, plans and marketing programs to bring better results for organizations and businesses.

- **Marketing Communications major**

LO17. Ability to use specialized skills to select and coordinate basic marketing communication forms and tools; plan, implement and evaluate marketing communication activities/campaigns of organizations and businesses.

Supplementary skills and soft skills

Graduates of the Bachelor of Marketing program of the Academy will achieve the following output standards for supplementary skills and soft skills:

LO18. Have the ability to think systematically, logically, creatively and scientifically in order to be able to apply well the knowledge and professional skills learned into the marketing activities of organizations and businesses in a volatile environment.

LO19. Have the ability to use soft skills to perform tasks professionally, including: planning skills, teamwork skills, communication skills, presentation skills, problem solving skills... in diverse work situations.

LO20. Have the ability to use basic data analysis software (Excel, SPSS...) to analyze basic business and marketing data, serving the marketing decision-making of businesses and organizations.

2.3. Foreign Languages

Students who graduate from the Academy's Bachelor of Marketing program will achieve the following foreign language output standards:

LO21. Achieve an English proficiency of 450 points on the international TOEIC or higher (equivalent to Level 3 according to the 6-level foreign language proficiency framework for Vietnam).

LO22. Have the ability to use basic English in activities related to the trained profession.

2.4. Autonomy and responsibility

Students who graduate from the Academy's Bachelor of Marketing program will achieve the following output standards for autonomy, responsibility and ethical behavior:

LO23. Have the ability to self-study, research, and accumulate experience to adapt to a dynamic working environment.

LO24. Have moral qualities, professional awareness, civic responsibility, respect and acceptance of the law, a sense of organization and discipline, and a spirit of cooperation.

3. FULL COURSE KNOWLEDGE VOLUME

128 credits (excluding physical training, military education modules and skills courses for digital marketing students)

4. ADMISSION OBJECTS AND ENTRY REQUIREMENTS

Candidates who has graduated from high school or equivalent, participating and passing (meeting the entry requirements) in the regular university entrance exam with the following admission combinations: Math, Physics, Chemistry (A00 - block A); or Math, Physics, English (A01 - block A1) or separate admission options of the Academy of Posts and Telecommunications Technology.

5. TRAINING PROCESS, GRADUATION CONDITIONS

5.1. Education process

The training program is implemented in 4 years including 8 semesters, of which 7 semesters accumulate knowledge at the Academy and 1 semester of practical internship at the facility (organization, enterprise). At the end of the course, students write a Graduation Thesis or complete the graduation replacement modules.

Students are trained according to the credit training method, applying the current Credit Training Regulations of the Ministry of Education & Training and the Academy.

5.2. Graduation recognition

At the end of the course, students are recognized as graduates and awarded a Bachelor's degree at the regular university level when they have met all the standards according to the university training regulations according to the credit system.

6. GRADE SCALE: According to the credit scale

Letter grades (A, B, C, D, F) and the corresponding 4-point conversion scale are used to evaluate official learning outcomes. The 10-point scale is used to evaluate the component scores of subjects/modules.

| | Grading scale: 10 | Grading scale: 4 | |
|-------------|-------------------------|------------------|-------|
| | | Grade | Value |
| Pass | <i>From 9,0 to 10,0</i> | A+ | 4,0 |
| | <i>From 8,5 to 8,9</i> | A | 3,7 |
| | <i>From 8,0 to 8,4</i> | B+ | 3,5 |
| | <i>From 7,0 to 7,9</i> | B | 3,0 |
| | <i>From 6,5 to 6,9</i> | C+ | 2,5 |
| | <i>From 5,5 to 6,4</i> | C | 2,0 |
| | <i>From 5,0 to 5,5</i> | D+ | 1,5 |
| | <i>From 4,0 to 4,9</i> | D | 1,0 |
| Fail | <i>Under 4,0</i> | F | 0,0 |

7. PROGRAM CURRICULUM

7.1 Educational knowledge structure

| No. | Blocks of knowleges | Credits |
|--------------|---|-----------|
| 1. | General education knowledge | 47 |
| <i>1.1</i> | <i>General knowledge</i> | <i>38</i> |
| <i>1.1.1</i> | <i>Political theory</i> | <i>11</i> |
| <i>1.1.2</i> | <i>Informatic</i> | <i>3</i> |
| <i>1.1.3</i> | <i>English</i> | <i>24</i> |
| 1.2 | Knowledge related to natural and social sciences | 9 |
| 2. | Professional education knowledge | 89 |
| <i>2.1</i> | <i>General knowledge of major field</i> | <i>49</i> |
| <i>2.2</i> | <i>Specialized professional knowledge</i> | <i>30</i> |
| 3 | Internship and Dissertation | 10 |

7.2 Program Curriculum

7.2.1 General knowledge

| No | Course name | Course code | Credit | In class (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequis ite Course Number |
|----|---|-------------|--------|---------------------|----------|-------------------------|---------------------------|--------------------------------------|
| | | | | Lecture | Tutorial | | | |
| 1 | Philosophy of Marxism and Leninism | BAS1150 | 3 | 34 | 10 | | 1 | |
| 2 | Political economics of Marxism and Leninism | BAS1151 | 2 | 24 | 6 | | | |
| 3 | Scientific socialism | BAS1152 | 2 | 24 | 6 | | | |
| 4 | Ho Chi Minh Ideology | BAS1122 | 2 | 24 | 6 | | | |
| 5 | History of Vietnamese communist party | BAS1153 | 2 | 24 | 6 | | | |

| No | Course name | Course code | Credit | In class (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequis ite Course Number |
|--|--------------------------------|-------------|-----------|---------------------|----------|-------------------------|---------------------------|--------------------------------------|
| | | | | Lecture | Tutorial | | | |
| 6 | English – Course 1(*) | BAS1157 | 4 | | | | | |
| 7 | English – Course 2 | BAS1158 | 4 | | | | | |
| 8 | English – Course 3 | BAS1159 | 4 | | | | | |
| 9 | English – Course 3 Plus | BAS1160 | 2 | | | | | |
| 10 | Basic Computer Science 1 | INT1154 | 2 | 20 | 4 | 4 | 2 | |
| 11 | Basic Computer Science 3 | INT1156 | 2 | 20 | 4 | 4 | 2 | |
| | Total | | 29 | | | | | |
| <i>Military education and Physical education courses</i> | | | | | | | | |
| 1 | Physical Education 1 | BAS1106 | 2 | 2 | 26 | 2 | 2 | |
| 2 | Physical Education 2 | BAS1107 | 2 | 2 | 26 | 2 | 2 | |
| 3 | Military Education | BAS1105 | 7,5 | | | | | |
| <i>Skills for digital marketing students:</i> | | | | | | | | |
| 1 | Presentation skills | SKD1101 | 1 | 6 | 8 | | 1 | |
| 2 | Teamwork skills | SKD1102 | 1 | 6 | 8 | | 1 | |
| 3 | Document creation skills | SKD1103 | 1 | 6 | 8 | | 1 | |
| 4 | Planning and organizing skills | SKD1104 | 1 | 6 | 8 | | 1 | |
| 5 | Communication skills | SKD1105 | 1 | 6 | 8 | | 1 | |
| 6 | Problem solving skills | SKD1106 | 1 | 6 | 8 | | 1 | |

| No | Course name | Course code | Credit | In class (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequis ite Course Number |
|----|--------------------------|-------------|--------|---------------------|----------|-------------------------|---------------------------|--------------------------------------|
| | | | | Lecture | Tutorial | | | |
| 7 | Creative thinking skills | SKD1107 | 1 | 6 | 8 | | 1 | |

(*) The condition to register for English Course 1 in the program is that students must achieve an English proficiency of 225 points or higher on the TOEIC Placement Test; students who have not achieved this score will have to complete the supplementary English course Course 0 (code BAS1156). The English course study plan is implemented according to a separate detailed program.

7.2.2. Knowledge related to natural and social sciences

| No | Course name | Course code | Credit | In class (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequisit e Course Number |
|----|-----------------------------------|-------------|--------|---------------------|----------|-------------------------|---------------------------|-----------------------------------|
| | | | | Lecture | Tutorial | | | |
| 12 | Advanced Mathematics 1 | BAS1219 | 2 | 24 | 6 | | | |
| 13 | Probability Theory and Statistics | BAS1210 | 3 | 36 | 8 | | 1 | |
| 14 | Economic Mathematics | BSA1241 | 3 | 36 | 8 | | 1 | |
| 15 | Advanced Mathematics 2 | BAS1220 | 2 | 24 | 6 | | | |
| 16 | General Law | BSA1221 | 2 | 24 | 6 | | | |
| 17 | Management Psychology | BSA1236 | 2 | 24 | 6 | | | |
| 18 | History of Economic Theories | BAS1109 | 2 | 24 | 6 | | | |
| 19 | Research Methodology | SKD1108 | 2 | 18 | 6 | | 6 | |

| No | Course name | Course code | Credit | In class (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequisit e Course Number |
|----|--------------|-------------|-----------|---------------------|----------|-------------------------|---------------------------|-----------------------------------|
| | | | | Lecture | Tutorial | | | |
| | Total | | 18 | | | | | |

7.2.3 Professional education knowledge

7.2.3.1 General knowledge of major field

| No | Course name | Course code | Credits | In class (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequisit e Course Number |
|----|---|-------------|---------|---------------------|----------|-------------------------|---------------------------|-----------------------------------|
| | | | | Lecture | Tutorial | | | |
| 20 | Microeconomics 1 | BSA1310 | 3 | 36 | 8 | | 1 | |
| 21 | Macroeconomics 1 | BSA1311 | 3 | 36 | 8 | | 1 | |
| 22 | Basic Marketing | MAR1322 | 3 | 36 | 8 | | 1 | |
| 23 | Accounting Principles | FIA1321 | 3 | 36 | 8 | | 1 | |
| 24 | Econometrics | BSA1309 | 3 | 36 | 8 | | 1 | |
| 25 | Management | BSA1328 | 3 | 36 | 8 | | 1 | |
| 26 | Consumer Behavior | MAR1304 | 2 | 24 | 6 | | | MAR1322 |
| 27 | Information Systems in Business | MAR1315 | 3 | 36 | 8 | | 1 | |
| 28 | Internet and Its Applications in Business | MAR1333 | 3 | 36 | 8 | | 1 | |

| No | Course name | Course code | Credits | In class (hours) | | Lab sessions (hours) | Self-study (hours) | Prerequisite Course Number |
|--|---|-------------|---------|---------------------|----------|----------------------|-----------------------|-------------------------------|
| | | | | Lecture | Tutorial | | | |
| 29 | Web Development and Applications in Marketing | MAR1334 | 3 | 36 | 8 | | 1 | |
| 30 | Business Database Management | MAR1312 | 2 | 24 | 6 | | | |
| 31 | Multimedia Applications in Business | MAR1318 | 2 | 24 | 6 | | | |
| 32 | Project Management | BSA1350 | 2 | 24 | 6 | | | |
| 33 | E-Commerce | MAR1323 | 2 | 24 | 6 | | | |
| 34 | Marketing Management | MAR1424 | 2 | 24 | 6 | | | MAR1322 |
| 35 | Marketing Research Methods | MAR1309 | 3 | 36 | 8 | | 1 | |
| 36 | Integrated Marketing Communications | MAR1314 | 3 | 36 | 8 | | 1 | MAR1322 |
| 37 | Service Marketing | MAR1425 | 2 | 24 | 6 | | | MAR1322 |
| 38 | Industrial Marketing | MAR1426 | 2 | 24 | 6 | | | MAR1322 |
| 39 | E-Marketing | MAR1427 | 2 | 24 | 6 | | | MAR1322 |
| <i>Selective courses: 6 credits. Select 3/5 courses below)</i> | | | | | | | | |
| 40 | Management Accounting | FIA1334 | 2 | 24 | 6 | | | |
| 41 | Brand Management | MAR1328 | 2 | 24 | 6 | | | |
| 42 | Sales Management | MAR1329 | 2 | 24 | 6 | | | |

| No | Course name | Course code | Credits | In class (hours) | | Lab sessions (hours) | Self-study (hours) | Prerequisite Course Number |
|----|-------------------|-------------|-----------|---------------------|----------|----------------------|-----------------------|----------------------------|
| | | | | Lecture | Tutorial | | | |
| 43 | Business Analysis | BSA1320 | 2 | 24 | 6 | | | |
| 44 | Business Law | BSA1314 | 2 | 24 | 6 | | | |
| | Total | | 57 | | | | | |

7.2.3.2 Specialised professional knowledge

Internet Marketing Major

| No | Course name | Course code | Credit | In class) (hours) | | Lab sessions (hours) | Self-study (hours) | Prerequisite Course Number |
|----|----------------------------------|-------------|-----------|----------------------|----------|----------------------|-----------------------|---|
| | | | | Lecture | Tutorial | | | |
| 45 | Web Analytics | MAR1408 | 3 | 36 | 8 | | 1 | BAS1210 |
| 46 | Social Media Marketing | MAR1406 | 3 | 36 | 8 | | 1 | MAR1322 |
| 47 | Web Editorial Overview | MAR1413 | 3 | 36 | 8 | | 1 | |
| 48 | Search Engine Marketing | MAR1405 | 3 | 36 | 8 | | 1 | MAR1322 |
| 49 | Project: Internet Marketing Plan | MAR1402 | 2 | 6 | 24 | | | MAR1304, MAR1424, MAR1323, MAR1427 |
| | Total | | 14 | | | | | |

Digital Marketing Data Analytics major

| No | Course name | Course code | Credit | In class) (hours) | | Lab sessions (hours) | Self-study (hours) | Prerequisite Course Number |
|----|-----------------------------|-------------|-----------|----------------------|----------|----------------------|-----------------------|----------------------------------|
| | | | | Lecture | Tutorial | | | |
| 45 | Marketing Analytics | MAR1437 | 3 | 36 | 8 | | 1 | MAR1304, MAR1309 |
| 46 | Data Mining in Marketing | MAR1438 | 3 | 36 | 8 | | 1 | MAR1309 |
| 47 | Web Analytics | MAR1408 | 3 | 36 | 8 | | 1 | BAS1210 |
| 48 | Social Media Marketing | MAR1406 | 3 | 36 | 8 | | 1 | MAR1322 |
| 49 | Marketing Intelligence | MAR1439 | 2 | 6 | 24 | | | MAR1312, MAR1309 |
| | <i>Total</i> | | 14 | | | | | |

Marketing Communications major

| No | Course name | Course code | Credit | In class) (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequisit e Course Number |
|----|---|-------------|-----------|----------------------|----------|----------------------|---------------------------|-----------------------------------|
| | | | | Lecture | Tutorial | | | |
| 45 | Media Strategy | MAR1401 | 3 | 36 | 8 | | 1 | MAR1322 |
| 46 | Public Relations | MAR1411 | 3 | 36 | 8 | | 1 | MAR1322 |
| 47 | Direct Marketing | MAR1407 | 3 | 36 | 8 | | 1 | MAR1322 |
| 48 | Advertising Management | MAR1410 | 3 | 36 | 8 | | 1 | MAR1322 |
| 49 | Project: Marketing Communications Plan | MAR1403 | 2 | 6 | 24 | | | MAR1322 |
| | Total | | 14 | | | | | |

7.2.3.3. *Internship and graduation:*

Graduation internship – code MAR1445 (4 credits) and Graduation thesis – code MAR1446 (6 credits) or alternative graduation courses (choose 02 out of 03 subjects below).

| No | Course name | Course code | Credit | In class) (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequisit e Course Number |
|----|---|-------------|--------|----------------------|----------|----------------------|---------------------------|-----------------------------------|
| | | | | Lecture | Tutorial | | | |
| 1 | Internal Organizational Communications | MAR1401 | 3 | 36 | 8 | | 1 | |
| 2 | Value-Based Marketing | MAR1411 | 3 | 36 | 8 | | 1 | |

| No | Course name | Course code | Credit | In class) (hours) | | Lab sessions (hours) | Self- study (hours) | Prerequisite Course Number |
|----|-------------------------------------|-------------|--------|----------------------|----------|----------------------|---------------------------|----------------------------------|
| | | | | Lecture | Tutorial | | | |
| 3 | Customer Relationship Management | MAR1407 | 3 | 36 | 8 | | 1 | |

8. PROGRAM IMPLEMENTATION GUIDE

Standard study plan (Details attached)

Standard study process (Details attached)

List of prerequisite, prior or concurrent courses (Details attached)

9. SUMMARY DESCRIPTION OF MAIN COURSES

Microeconomics

Course code: BSA1310

Number of credits: 03

Prerequisite courses:

Summary of content:

This course provides students with basic knowledge of economics at the micro level, including: the operating mechanism of the market; basic consumer behavior, business behavior to achieve the highest economic efficiency; organizational structure of an industry; the role of government in regulating the market and economic issues. Based on the basic knowledge of microeconomics, students can better absorb specialized knowledge in the field of marketing.

Macroeconomics

Course code: BSA1311

Number of credits: 03

Prerequisites:

Summary of content:

Macroeconomics is concerned with the behavior of the entire economy - with booms, growth and recessions, the total output of goods and services of the economy, output growth, inflation and unemployment rates, balance of payments and exchange rates. The goal of macroeconomics is to explain economic changes that affect many households, businesses and markets at the same time. Macroeconomics deals with both long-term economic growth and the short-term fluctuations that make up the business cycle...

In this course, students will become familiar with measures/indicators of economic activity, learn how to use them to assess current economic conditions, and understand the functions of markets. Students will learn the main perspectives on what determines the performance of the overall economy and will learn how to analyze the impacts on the economy. In addition, students will explore the main approaches to macroeconomic policy, as well as develop skills to analyze the impacts of policy actions and evaluate the advantages and disadvantages of different policies.

Principals of Marketing

Course code: MAR1322

Number of credits: 03

Prerequisites:

Summary of content:

The Basic Marketing course aims to provide students with knowledge of the latest developments in basic marketing concepts and practices. This course introduces students comprehensively from the birth of marketing theory to today's marketing activities with practical, interesting and new issues. After completing this course, students will understand the main contents of marketing concepts and processes, marketing environment and customers. Students can also understand how to design customer value-oriented marketing strategies based on marketing mix tools, service marketing as well as understand some extended marketing perspectives such as global marketing, sustainable marketing.

Principles of Accounting

Course code: FIA1321

Number of credits: 03

Prerequisite courses:

Summary of content:

The course is structured into 8 chapters, aiming to provide knowledge about accounting, including: an overview of accounting (concepts, objects, accounting principles...), accounting methods used in accounting work (vouchers, pricing, accounts, balance sheet summary), accounting book system

and ways of reflecting and recording in accounting books, content of accounting work organization at each unit.

The objective of the subject is to equip learners with a solid grasp of knowledge including: an overview of accounting (concepts, objects, accounting principles, etc.), accounting methods used in accounting work (vouchers, pricing, accounts, balance sheet summary), accounting book system and ways of reflecting and recording in accounting books, content of accounting work organization at each unit, helping learners flexibly apply this knowledge in practice.

Econometrics

Course code: BSA1309

Credits: 03

Prerequisites:

Summary of content:

The course “Econometrics” will introduce students to quantitative research methods in economic problems. Starting with the nature of Econometrics, students will become familiar with the process of designing econometric research. Basic concepts of regression models are introduced as a foundation for studying various types of linear regression models. Students are introduced to methods of estimating regression coefficients, determining confidence intervals and performing hypothesis testing, assessing the suitability of regression functions and using regression functions for forecasting. This course also presents the concepts of multicollinearity, heteroscedasticity, autocorrelation and specification errors of econometric models; methods of detecting them and approaches to overcome them. The subject helps students to design econometric models that are suitable for theory and practice to solve research problems.

Management

Course code: BSA1328

Number of credits: 03

Prerequisites:

Summary of content:

Management includes basic knowledge about the process of planning, organizing, leading and controlling the activities of individuals and departments in the organization to achieve common goals in the context of environmental fluctuations. The course content includes issues such as: Introduction to management: management concepts, managers, management science. Scientific basis of management: management ideas, management principles and methods, management information and decisions. Management functions such as planning, organizing, leading,

controlling, adjusting and some other issues such as change management, conflict management, management in the knowledge economy.

In terms of skills, the course equips students with the necessary skills that managers will perform, including planning and decision-making, organizing, leading or operating and controlling the organization's operations.

Customer behavior

Course code: MAR1304

Number of credits: 2

Prerequisite: Basic Marketing

Summary of content:

The customer behavior course aims to provide students with basic knowledge and understanding of customer behavior (customer behavior models, purchase decision process, characteristics of behavior of different customer groups) and factors affecting customer behavior. These are important foundations to become an effective marketing manager. In other words, this knowledge and understanding will help marketing managers make better marketing decisions.

Through this course, students will be introduced to knowledge and in-depth understanding of the science of customer behavior. Specifically, students are introduced to an overview of customers and customer behavior research, the formation and development of consumer behavior science, the relationship between marketing strategy and consumer behavior. Students will also be introduced to key concepts related to consumer behavior, the model and the purchasing decision process of this customer group as well as the factors that influence their behavior. Students will understand the post-purchase process, consumer satisfaction and consumer commitment. In addition to knowledge about consumer behavior, the subject also introduces students to basic knowledge about customer behavior as an organization.

Information systems in enterprises

Subject code: MAR1315

Number of credits: 03

Prerequisite subjects:

Summary of content:

This subject will provide students with basic knowledge about information systems serving business activities in organizations. Students also learn how an information system can impact a business and organizational process. Students also study how databases are used in business for the purpose of collecting data; the different ways in which an information system is developed, its functional systems, and the basic principles of communication and linkage within a system and

between systems. The course discusses the important managerial aspects of treating information and knowledge as organizational resources and using information systems strategically to achieve organizational goals.

Internet and applications in business

Course code: MAR1333

Number of credits: 3

Prerequisite course:

Summary of content:

The course aims to provide students with basic knowledge of computer networks and the Internet such as: basic concepts and terminology related to computers, computer networks, network protocols, operating systems, and Internet access tools. The course also provides students with knowledge about using applications such as websites, email, blogs, and Facebook on the Internet. and knowledge related to personal information security. At the end of the course, students can apply and implement some activities such as advertising and marketing to business customers on the Internet.

Web Development and Application in Marketing

Course Code: MAR1334

Number of Credits: 3

Prerequisite Course:

Summary of Content:

This course provides students with basic knowledge about websites, trends and development history of web generations, web applications in socio-economics, the role and necessary requirements for websites in business and marketing. At the end of the course, students can grasp the role and advantages of websites in business marketing, understand the principles of web interface design, basic functions of websites to apply for communication, PR, marketing, advertising, analysis, information management, ... on the website.

Business Database Management

Course code: MAR1312

Number of credits: 2

Prerequisite courses:

Summary of content:

The course will provide students with basic knowledge of data science, business database management, and marketing database. Specifically, the course will equip students with basic knowledge to understand the work of designing and managing business databases, data strategies in business, and applying marketing databases in business. In particular, the course will emphasize more on knowledge of managing and using business databases as well as basic knowledge of data strategies in businesses.

Multimedia Applications in Business

Course Code: MAR1318

Number of Credits: 2

Prerequisites:

Summary of Content:

The course aims to provide students with general concepts of multimedia (M) and its applications in business activities of enterprises. This is the basis for students to be able to implement Internet marketing activities later. After completing the course, students will grasp the basic knowledge of M, types of M products, basic components of M products, and M products production process. Students will also understand the practical applications of M in the business field, and use tools to implement marketing activities on the Internet.

Project Management

Course code: BSA1350

Number of credits: 2

Prerequisites:

Summary of content:

The course provides basic knowledge about projects and project management in enterprises. Conducting project preparation when approved and organizing project implementation including activities such as organizing project management apparatus, planning project implementation, progress management, resource distribution, project risk management and some other related activities.

In terms of knowledge, the course helps students understand and explain basic issues about projects and project management in enterprises, conducting project preparation when approved and organizing project implementation including activities such as organizing project management apparatus, planning project implementation, progress management, resource distribution, project risk management and some other related activities.

In terms of skills, after completing this course, students can implement the first steps of a project and manage the project.

E-commerce

Course code: MAR1323

Number of credits: 2

Prerequisite courses:

Summary of content:

This course is designed to serve the research and study of students majoring in economics. The objective of the course is to help students understand and analyze the most basic and important concepts related to e-commerce, infrastructure for the development of e-commerce, content, nature, and operations of types of e-commerce transactions. The course content also helps students evaluate online payment tools, benefits, roles of services as well as parties involved in providing payment services, and understand the process of building e-commerce solutions. Students can apply the knowledge of the subject to determine the scope of implementation, identify resources and finally know the big picture of e-commerce.

Marketing Management

Course Code: MAR1424

Credits: 2

Prerequisite: Basic Marketing

Summary of content:

The course aims to provide students with in-depth knowledge of marketing management related to strategic planning activities, value creation, distribution and communication of value to customers, customer relationship management and marketing activities to achieve long-term growth of the business.

In terms of skills, the course provides students with skills to synthesize and analyze issues related to marketing management as well as communication skills, problem-solving skills through discussion, group work and thematic reporting.

Marketing research methods

Course Code: MAR1309

Credits: 3

Prerequisite:

Summary of content:

This course will provide students with an overview of basic knowledge and skills in marketing research. In this course, students will be introduced to and discussed the key concepts, processes

and techniques involved in marketing research and their roles/applications. The course begins with an emphasis on the value and nature of marketing research. The marketing research process is then discussed. The course then introduces students to the collection and analysis of different types of research data (including secondary data, observational data, qualitative data and quantitative data) for use in decision making.

Integrated Marketing Communications

Course Code: MAR1314

Credits: 3

Prerequisite: Fundamentals of Marketing

Summary:

This course provides students with an overview of marketing communications and the communications process as well as current trends and the impact of the digital age on marketing communications. In this course, students will explore marketing communications and how it works, as well as develop some knowledge of how the industry protects consumers.

Advertising and other IMC tools are core components in developing an integrated marketing communications program. This course will also provide a comprehensive introduction to these components. Students will be introduced to the theory and practice of understanding advertising and other IMC tools and how to use them to their best effect.

Upon completion of this course, students will be able to develop an integrated marketing communications plan for a business or product. This includes budgeting, advertising and media selection, and measuring the effectiveness of their plans

Service Marketing

Course Code: MAR1425

Credits: 2

Prerequisite: Basic Marketing

Summary:

The course aims to provide knowledge and skills in marketing in the service business. The course begins with an overview of service business and service marketing, customer behavior in the service business. The content discussed will then revolve around different decisions related to service marketing: service decisions, service pricing, service delivery, service marketing communication, service delivery process management, service provider management, and service delivery environment management, etc.

The course also trains students in marketing decision-making skills in service business, teamwork skills.

Industrial Marketing

Course Code: MAR1426

Credits: 2

Prerequisite: Basic Marketing

Summary:

This course aims to provide knowledge about marketing for industrial customers. After completing the course, students can understand the general knowledge of industrial marketing, distinguish between marketing for consumers and for organizations, segment the industrial market and select target markets, industrial marketing strategies, and manage relationships with industrial customers. Students will also understand the buying behavior of organizational customers and be able to explain how to build an industrial marketing strategy and develop industrial marketing tactics.

E-Marketing

Course code: MAR1427

Number of credits: 2

Prerequisite: Basic Marketing

Summary of content:

This course aims to provide students with knowledge of basic concepts of E-marketing, knowledge of E-marketing strategies and plans. Understand the current situation and development trends of the e-marketing market, legal and ethical issues in e-marketing. Knowledge of marketing research and customer behavior in the electronic environment, basic concepts of market segmentation, target market selection and market positioning in the online business environment, positioning and differentiation strategies, marketing mix and CRM.

Management Accounting

Course code: FIA1334

Number of credits: 2

Prerequisites:

Summary of content:

The Management Accounting course provides basic knowledge of management accounting applied in accounting units (specifically enterprises). The specific content of this course includes basic concepts, general overview of management accounting; ways to classify costs for decision making in management accounting; establishing and providing management accounting

information on costs and product prices; making production and business estimates; determining product selling prices; analyzing information appropriate for short-term and long-term decision making.

In terms of knowledge, the course equips students with systematic basic knowledge of management accounting; applying the knowledge of the course to establish and provide information to managers on costs and product prices, determining product selling prices; analyze situations in production and business and advise business leaders in making decisions; students are able to adapt and grasp the development trends of the subject content in the future.

In terms of skills, the subject helps students understand and apply skills in: drafting cost reports, production reports, department reports, etc.; designing information in the form of comparison tables, presenting information in the form of graphical equations. Skills to analyze specific production and business situations to serve decision making.

Brand management

Subject code: MAR1328

Number of credits: 2

Prerequisite subjects:

Summary of content:

Many companies have realized that one of the most valuable assets they have is the brand they have invested in and developed over time. A strong brand can have a significant impact on consumer purchasing decisions because it communicates the company's values and differentiates its products and services from those of its competitors. Good brand management is key to sustaining the long-term profitability of products and services. However, with the emergence of many interactive media tools, creating and nurturing a good brand is facing increasing challenges as well as opportunities.

This course introduces students to a comprehensive and up-to-date approach to the topics of branding, brand equity and brand management at the strategic level, including the design and implementation of marketing programs and activities to build, measure and manage brand equity. Through the course, students will become familiar with relevant foundational theory and branding models, along with practical insights that can help marketers improve the long-term profitability of their branding strategies.

Sales Management

Course Code: MAR1329

Credits: 2

Prerequisites:

Summary:

This course introduces the nature and role of sales and sales management, sales strategies and their relevance to an organisation's marketing plan. The managerial and environmental forces that influence sales and the basics of sales techniques are discussed in this course. In addition, the course will consider issues related to sales force management and how to organise sales activities; sales forecasting and budgeting; and the sales force evaluation process. Finally, sales performance measures are considered, including both quantitative and qualitative measures.

In addition, the subject also trains students in some skills related to: Sales planning, sales territory design, sales force organization, sales force management of the enterprise, some basic techniques in sales. Students will know how to apply methods and tools to support sales and sales management.

Business Analysis

Course code: BSA1320

Number of credits: 2

Prerequisites:

Summary of content:

The course provides some general knowledge about business analysis. Applying to analyze business activities of enterprises including analyzing business results, analyzing business conditions, analyzing business costs and product prices, analyzing business finances and analyzing business performance of enterprises.

The objective of the course is to help students master the analysis methods, analysis indicators, factors affecting the analysis indicators, thereby understanding how to analyze business activities of enterprises.

Business Law

Course code: BSA1314

Number of credits: 2

Prerequisite courses:

Summary of content:

This course equips students with knowledge of laws in the economic field such as Enterprise Law, Investment Law, Bankruptcy Law, Competition Law, provisions of the Civil Code on contracts, etc.; learn about forms of dispute resolution in business.

In terms of knowledge, this course aims to introduce basic knowledge of business law, law on types of enterprises, investment law, law on bankruptcy of enterprises, law on dispute resolution in business.

In terms of skills, the course aims to provide students with basic understanding of business law, from which students can manage and operate businesses, build and draft contracts, and resolve disputes in business.

Web Analytics

Course Code: MAR1408

Number of Credits: 3

Prerequisite: Probability and Statistical Theory

Summary of Content:

The course aims to provide students with basic knowledge of web analytics and to implement a complete web analytics project including the following basic steps: defining goals, building KPIs, planning web analytics, collecting data, processing data into information, creating web analytics reports.. In addition, this course also helps students have a passion for analytics and understand the urgency of web analytics in online businesses, and know how to use basic web analytics tools.

The course also aims to train students in web analytics project skills: skills in developing KPIs in web analytics; skills in creating web analytics plans; skills in creating web analytics reports; Skills in using REAN, Insight Model, PERSONAS in web analysis; basic skills in using web analysis tools.

Social media marketing

Course code: MAR1406

Number of credits: 3

Prerequisite subject: Basic Marketing

Summary of content:

After completing the course "Marketing through social media", in terms of knowledge, students can understand and apply knowledge about planning, organizing, and controlling marketing activities through social media. In particular, the course guides students to approach marketing methods suitable for the behavior of the target audience; using social media as a popular communication tool to bring efficiency to the business activities of the enterprise. The basic knowledge of social media marketing that students will be equipped with and be contacted to apply appropriately in this course includes: the foundation of marketing through social media; four areas of social media application; Evaluate the impact of social media.

On the other hand, after completing the course, students can grasp the necessary skills to plan, organize, implement and control marketing activities in which the main means is social media; problem-solving skills in communication through social media.

Overview of Web Editing

Course code: MAR1413

Number of credits: 3

Prerequisite courses:

Summary of content:

The course "Overview of Web Editing" aims to equip students with the necessary basic knowledge about the process of designing, building and maintaining a website, providing information for analyzing, evaluating and implementing web editing for business marketing; as well as how to apply the knowledge learned into practice. In addition to providing knowledge, the course also aims to form students with some necessary skills as follows: website evaluation and website editing plan development.

Search Engine Marketing

Course code: MAR1405

Number of credits: 3

Prerequisite subject: Basic Marketing

The course "Search Engine Marketing" aims to provide students with basic knowledge about designing and implementing a Search Engine Marketing project (including the following tasks: determining a Search Engine Marketing strategy, designing a proposal, establishing a Search Engine Marketing program, implementing a Search Engine Marketing program); as well as how to apply the knowledge learned into practice.

In addition to providing knowledge, the course also aims to train students in some necessary skills to implement a Search Engine Marketing project. Specifically, the skills to identify problems and goals for Search Engine Marketing; the skills to create and present a Search Engine Marketing proposal; content skills for Search Engine Marketing such as: optimizing, testing content quality...; design, analysis, and evaluation skills for SEO; PPC project implementation skills.

Internet Marketing Plan Project

Course code: MAR1402

Number of credits: 2

Prerequisite subjects: Customer behavior, Marketing management, E-commerce, E-marketing

Summary of content:

The subject "Internet Marketing Plan Project" is a subject in the Internet Marketing major designed to help students apply the knowledge and skills acquired from the Internet Marketing major in particular and in the marketing training program in general through the implementation of an Internet marketing plan. The subject especially emphasizes the application of the knowledge and skills that students learn in the major such as Website editing, Communication through social media, Marketing using search engines.... The subject will be a bridge to help students connect the knowledge/skills trained at school with practical jobs in the future.

In terms of knowledge, this course is designed to help students apply comprehensively specialized knowledge about Internet Marketing through implementing an Internet Marketing project under the guidance of the lecturer. The knowledge used comprehensively in this course includes: developing a marketing plan; building and editing a simple website; collecting, analyzing and using data about customers (target audiences) in the Internet environment; online marketing communication (communication through social media, marketing using search engines, etc.)

One of the main objectives of the course is to help students develop skills to implement an Internet marketing plan based on applying the skills equipped in the marketing program and especially the Internet-Marketing major. Specifically, the skills are: identifying the target market; building and editing a simple website; collecting customer data, analyzing the web to obtain useful information about customers/target audiences in the Internet environment; marketing communication skills in online environments; teamwork skills; report writing and presentation skills; thinking skills, problem solving...

Marketing Analysis

Course code: MAR1437

Number of credits: 3

Prerequisites: Customer behavior, Marketing research methods

Summary of content:

After completing the course "Marketing Analysis", students can understand the issues in marketing analysis and important application areas in online and offline marketing channels, as well as understand how to develop marketing strategies and resource allocation decisions driven by quantitative analysis; understand and be able to use statistical models to forecast or solve problems to make marketing strategy decisions. In addition, students can understand and be able to use some important decision models applied in the field of marketing; as well as understanding how to interpret the results of decision-making models and draw insights to apply to marketing decisions. In addition, the course also aims to equip students with systematic and analytical thinking skills to make decisions and solve business and marketing problems; basic skills in reading, interpreting

and communicating data analysis results to serve the business activities of the enterprise and skills to perceive and grasp trends/trends in this field.

Data Mining in Marketing

Course Code: MAR1438

Credits: 3

Prerequisite: Marketing Research Methods

Summary:

After completing the course “Data Mining in Marketing”, students will be able to understand the key concepts related to using big data to improve marketing activities; understand the importance of using data mining techniques and analytical methods to manage customer relationships, related marketing issues (such as customer surveys, profiling/segmentation, communications, campaign measurement, satisfaction, loyalty, profitability, social media and other current topics to improve marketing decisions). In addition, students will be equipped with knowledge to understand essential data mining techniques and techniques for presenting insights used to extract information from data and experts (such as: decision trees, clustering, classification, neural networks, nearest neighbor, ...) and the use of different data mining techniques for each common problem in marketing.

In terms of skills, after completing the course, students can grasp the thinking skills to help make decisions and solve business problems. In addition, within the framework of this course, students are also trained in basic skills in reading, interpreting and communicating data analysis results to serve the business activities of the enterprise; skills to perceive and grasp trends/trends and opportunities in this field; skills to explain and evaluate the concepts and tools needed to evaluate, analyze and interpret marketing data; skills to plan the resources needed to evaluate and analyze data, apply findings, and disseminate results.

Marketing Intelligence

Course code: MAR1439

Number of credits: 3

Prerequisites: Business Database Management, Marketing Research Methods

Summary:

After completing the course “Marketing Intelligence”, students will be able to understand how to translate data and business intelligence into marketing decisions in organizations/enterprises; understand data processing operations and build different perspectives based on data to support marketing decisions; understand and apply the marketing research process. In addition, through this course, students will be able to understand how to use business experiences with a marketing

research approach to make effective business recommendations; Explore, at deeper levels, strategies for using big data into insights about consumers, companies, and markets; understand how to design data-driven programs, technologies and processes to support big data analysis. In particular, the course will help students understand the basic terms of business intelligence and marketing intelligence as well as business intelligence and marketing intelligence situations in different industries in the real world.

In terms of skills, after completing the course, students can grasp the thinking skills to make decisions and solve marketing problems, basic skills in using business intelligence tools; skills to perceive and grasp trends/trends in this field.

Media strategy

Course code: MAR1401

Number of credits: 03

Prerequisite subject: Basic Marketing

Summary of content:

This course aims to equip students with basic knowledge and skills in marketing communication activities as well as building media strategies. The knowledge includes building a marketing communication plan, identifying appropriate media for the target audience, planning the media mix and appropriate suppliers. After completing this course, students can build a media mix plan, buy media and evaluate the results of media activities.

Public Relations

Course code: MAR1411

Number of credits: 03

Prerequisite: Basic Marketing

Summary of content:

This course introduces the basic content of Public Relations (PR), helping students with basic understanding of PR, creating skills that can be applied in practice. The general objective of the course is to provide learners with basic knowledge of Public Relations, the importance of PR in organizations; Identify the subjects in PR, recognize and distinguish the role of Public Relations with other important activities of the enterprise; build and maintain relationships with public groups; PR information channel system; PR planning, crisis management of the enterprise.

Direct Marketing

Course code: MAR1407

Number of credits: 03

Prerequisite subject: Basic Marketing

Summary of content:

Direct Marketing is a specialized subject for students in the marketing industry. The subject provides students with knowledge of direct marketing, which is an important part of the entire marketing strategy of a business. The subject will combine the theory of direct marketing and interactive marketing with practical knowledge and examples from practice. Direct and interactive marketing requires a focus on skills to maximize the effectiveness of operations in a business such as: Establishing a customer database, Researching and classifying then moving towards segmenting target customers, Planning and determining interactive media. Students will learn how to use the basic principles of direct marketing to create interactive campaigns with customers using modern media. Students learn both theory and practice through studying and observing some actual direct marketing activities at some businesses as well as conducting group discussions, solving problems and solving situations.

Advertising Management

Course code: MAR1410

Number of credits: 03

Prerequisite subject: Basic Marketing

Summary of content:

This subject aims to equip students with basic knowledge and skills in managing advertising activities of enterprises. The knowledge includes building appropriate advertising goals, determining advertising budgets, planning advertising, deciding on advertising content as well as choosing appropriate means of implementation to achieve the set goals. After completing this subject, students can build advertising plans, apply knowledge and creativity to build good advertising messages, and coordinate flexible media to convey advertising content well.

Project: Marketing Communications Plan

Course code: MAR1403

Number of credits: 02

Prerequisite subject: Basic Marketing

Summary of content:

The subject aims to provide students with knowledge about creating a marketing communications plan, including: an overview of a marketing communications plan, analyzing the marketing communications context, setting marketing communications objectives, building an integrated marketing communications strategy, developing a creative strategy, building a marketing communications strategy and tactics.